

P1031

**COURSES IN SURVEY RESEARCH**  
**UNIVERSITY OF MINNESOTA**  
**1987-88**

**Minnesota Center for Survey Research**  
**University of Minnesota**

**November 1987**

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The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, religion, color, sex, national origin, handicap, age, veteran status, or sexual orientation.

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## COURSES IN SURVEY RESEARCH 1987-88

Introduction:

There are many courses at the University of Minnesota that address methods of survey research. The following list includes only those courses in which at least 25 percent of the primary focus is on survey research. This information on courses has been assembled by the Minnesota Center for Survey Research (MCSR) at the University of Minnesota. For further information on the classes, call the departmental contact, the instructors, or MCSR.

How to use this course list:

Prerequisites marked with (#) indicate that the "consent of instructor" is required to register for the course; those with (/Δ) require departmental approval. Percent of time spent on survey research will be shown in parentheses at the end of the course description (%).

## COURSES IN SURVEY RESEARCH

### ADULT AND TEACHER EDUCATION (Curriculum and Instruction, College of Education)

Departmental Contact: Dr. Robert Jackson, Professor and Associate Chair, 625-0394.

**Educ 5605**      **Research Topics: International Development Education**  
                     Joint Day/Extension      Cogan  
                     Winter Quarter '88

Empirical research conducted in developing societies relating formal and nonformal education to national development in social, cultural, political, and economic sectors. (40%)

### AGRICULTURAL AND APPLIED ECONOMICS, (College of Agriculture)

Departmental Contact: Ben Senauer, Associate Professor, 625-5724.

**AgEc 5550**      **Food Consumption Economics**  
                     Day School      Senauer, Asp  
                     Prereq. AgEc 3101  
                     Winter Quarter '88

Analysis of empirical treatment of consumer food behavior. Concentrates on data and methodology used to study economic and nutritional aspects of food consumption. Students pursue individual projects. (25%)

### AGRICULTURE, FORESTRY, AND HOME ECONOMICS, Institute of (Office of Special Programs)\*

Departmental Contact: Richard Krueger, Associate Professor and Extension Specialist, 624-2221.

**AgEd 5247**      **Evaluating Extension Education: Interviewing and**  
**HEEd 5247**      **Observation Methods**  
                     Special Services      Krueger, Patton  
                     Prereq. basic evaluation course  
                     Spring Quarter '88 -- one day per month

Use of in depth case studies with small sample sizes; interview and observation skills; focus group interviews; presentation of qualitative data; integration of qualitative with quantitative approaches. (50%)

**AgEd 5247**      **Evaluating Extension Education: varies**  
**HEEd 5247**      **Special Services**      Krueger  
                     Prereq. basic evaluation course  
                     Summer Session '88 -- One week workshop

Under this general course number different topics may be covered each year. In one year the topic may be exclusively telephone and mail survey methods; another year will cover focus groups; a third year may cover market research. (Up to 100%)

\* Note: These courses are offered at non-standard times and are most attended by Extension Agents.

## COURSES IN SURVEY RESEARCH

### AGRONOMY AND PLANT GENETICS (College of Agriculture)

Departmental Contact: Vernon B. Cardwell, Professor, 625-6754.

**Agri 5100**      **Introduction to Farming Systems Research and Extension**  
                     Day School      Cardwell, Plihol, Patton  
                     Winter Quarter '88

Introduction to theory and practice of Farming Systems Research and Extension (FSR/E), and interdisciplinary approach to research aimed at the whole farm family - community. Emphasis on methods. (35%)

### ANTHROPOLOGY (College of Liberal Arts)

Departmental Contact: Terri Valois, Executive Secretary, 625-3400.

**Anth 3201**      **Methods and Theory in Cultural and Social Anthropology**  
                     Day School      Miller  
                     Prereq. Anth 1102 or #  
                     Fall Quarter '87

Description and explanation in anthropology. Role of theory in defining problems. Subjective and objective approaches to fieldwork. (25%)

### BIOMETRY (School of Public Health)

Departmental Contact: Kay Dressler, Principal Secretary, 624-4655.

**PubH 5412**      **Survey Sampling in Social and Health Science Research**  
                     Prereq. course in statistics      Staff  
                     (Not offered 87-88)

Introduction to the methodology of probability sampling in social and health science surveys. Analysis and application of simple random, stratified, systematic, multi-stage, and cluster sampling. (100%)

### EDUCATIONAL PSYCHOLOGY (College of Education)

Departmental Contact: Wayne Welch, Professor, 624-4095.

**EPsy 5243**      **Practicum: Instruments and Procedures for Evaluation**  
                     Day School      Welch  
                     Prereq. 5221, 5240  
                     Winter Quarter '88

Development of curriculum evaluation instruments and procedures; introduction to methods and theories; focus on identification of evaluation problems, development and implementation of techniques for their solution. (25%)

# COURSES IN SURVEY RESEARCH

## FOOD SCIENCE & NUTRITION (College of Home Economics)

**FSCN 5474 Food Consumption Economics**  
(AgEc 5550)

Cross listed with AgEc 5550. See Agricultural and Applied Economics for course description.

## FOREST RESOURCES (College of Forestry)

Departmental Contact: Alan R. Ek, Professor and Department Head, 624-3400.

**FR 5200 Aerial Photo Interpretation**  
Day School Ahearn  
Winter '88

Types, characteristics, procurement, preparation, viewing, and interpretation of color, black and white, and color infrared aerial photographs; basic aerial photography; introduction to mapping; applications to resource surveys. (100%)

**FR 5212 Natural Resources Inventory**  
Day School Burk  
Prereq. AgET 3030 or equivl computer programming course with FORTRAN or BASIC language, Math 1142 or Math 1211, Stat 3081 or Stat 5021  
Spring Quarter '88

Measurement of stand variables, forest products, forest growth and yield. Elementary statistics. Sampling methods for estimating characteristics of natural resources and resource use for management decision making. Lecture and laboratory. (100%)

**FR 5236 Forest Recreation Planning**  
Given at Cloquet Ek  
Prereq. 3232, △

Recreation area and site planning, examples and managerial concerns. Field work and presentation. (25%)

**FR 5255 Forest Resources Survey Design**  
Day School Ek  
Prereq. 5212, Stat 5022  
Spring Quarter '89

Advanced forest measurements, sampling, and survey design concepts and practices. (100%)

# COURSES IN SURVEY RESEARCH

## FOREST RESOURCES (College of Forestry) — cont.

**FR 5262 Remote Sensing of Natural Resources**  
Day School Ahearn  
Winter Quarter '88

Introduction to remote sensing for natural resource inventories, land use analyses, and environmental monitoring activities; photographic, thermal, multispectral, and radar sensing procedures; airborne and satellite systems; visual and computer-assisted analysis techniques; oriented toward an interdisciplinary audience. (25%)

**FR 5412 Advanced Remote Sensing**  
Day School Bauer  
Prereq. 5220  
Spring Quarter '88

Working knowledge of quantitative remote sensing. Both theoretical basis and practical aspects, including energy-matter interactions, radiation measurements and sensors, and digital image analysis. (60%)

## GEOGRAPHY (College of Liberal Arts)

Departmental Contact: Helga Leitner, Assistant Professor, 625-9010.

**Geog 5701 Field Research**  
Day School Leitner, Weil, Andrews  
Spring Quarter '88

Research design of empirical studies; survey and case study research; methods of data collection: design and reliability of various forms of questionnaires (written, oral, telephone; standardized, unstandardized, intensive interviews), content analysis. Data analysis: data screening, simple statistical analysis. (50%)

## HUMPHREY INSTITUTE OF PUBLIC AFFAIRS

Departmental Contact: Karen Schuster, Administrative Secretary, 625-3497

**PA 5310 Policy and Evaluation Research**  
Day School Patton, Eustis  
Prereq. #  
(Not offered 87-88)

Varieties of quantitative and qualitative methods for use in policy analysis, formulation, and evaluation; alternative frameworks for understanding policy. Measurement, experimental design, survey research, evaluation research, fieldwork. (25%)

## COURSES IN SURVEY RESEARCH

### JOURNALISM AND MASS COMMUNICATION (College of Liberal Arts)

Departmental Contact: P.J Tichenor, Professor, 625-6893.

**Jour 5501      Communication and Public Opinion I**  
Day School Fall '87,  
Spring '88  
Extension Winter'88      Gunther, Lee  
Prereq. 16 credits in social science

Theories of the communication process and of persuasion and attitude change. Functions of interpersonal and mediated communication. (30%)

**Jour 5531      Communication and Public Opinion II**  
Day School      Gunther, Tichenor  
Prereq. Jour 5501 or Soc. 5355  
Winter Quarter '88

Advanced study of theories and research findings on opinion formation, persuasion, diffusion of information. Social science contributions to studies of the process and effects of mass communication. (50-75%)

**Jour 8516      Seminar: Communications Research**  
Day School  
Prereq. course in statistics or #  
Spring Quarter '88

Research designs; procedures for quantitative studies of media control, content, audiences, and effects; structural models for mass media research; relationships between research and decision making. (50%)

### MARKETING (Carlson School of Management)

Departmental Contact: Michael Houston, Professor and Chair, 625-2075.

**Mktg 3010      Buyer Behavior and Marketing Analysis**  
Joint Day/Extension      Childers, John  
Prereq. DSci 1050 and Mktg 3000 or equiv., and at least  
90 credits completed or in progress  
Offered Every Quarter

Identifying and applying secondary and primary data to solve marketing problems. Special consideration is given to consumer and organizational buyer behavior. Topics include survey and experimental research techniques, market segmentation, data analysis, behavior concepts and processes, consumer and organizational decision-making models, and managerial applications of these methods. (30%)

**Mktg 8015      Marketing Research**  
Day School      Childers, Loken  
Prereq. basic statistics and grad.

Graduate level of survey research methods. (30%)

## COURSES IN SURVEY RESEARCH

### POLITICAL SCIENCE (College of Liberal Arts)

Departmental Contact: John Sullivan, Professor, 624-4305.

**Pol 5769      Polls in Politics**  
Day School      Sullivan  
Prereq. 3766, or 3796, or 5737, or 5738, or 5767, or  
Jour 3796  
(Not offered 87-88)

The use of polling in political campaigns; assessing candidate images; sample selection; questionnaire construction; impact of question wording; interviewing techniques; telephone polling; analysis of poll data. (95%)

### Professional Development and Conference Services (Continuing Education and Extension)

Departmental Contact: Linda Gullickson, Secretary, 625-3465

**(43-73)      Designing Questionnaires and Surveys**  
Nolte Center      Matross  
\$130  
Oct. 28 - Nov. 18 (4 mtgs)

This course helps you construct reliable and valid questionnaires and surveys. Topics include the strengths and weaknesses of surveys, components of a good questionnaire, and differences between needs assessments and evaluation summaries. How to write effective questions, prepare an efficient format, set up response alternatives, conduct the study, and prepare responses for computer analysis. (100%)

### PUBLIC HEALTH, School of

Departmental Contact: Dr. Henry Blackburn, Epidemiology Dept. Head, 624-0477.

**PubH 5396      Epidemiologic Survey Methods**  
Day School      Pirie  
Prereq. 3 qtrs. Biometry/Stats, 1 qtr. Epidem.  
Fall Quarter '87

Survey methods for students in epidemiology; sampling design, monitoring, questionnaire design, interviewing, etc. (100%)

## COURSES IN SURVEY RESEARCH

### RHETORIC (College of Agriculture)

Departmental Contact: Earl E. McDowell, Professor, 624-5637.

**Rhet 5500      Research in Communication Strategies**  
Day School                                  McDowell  
Fall Quarter '87

Designed to acquaint students with the fundamental terminology of survey and experimental research. The major focus is on cross-sectional and longitudinal survey designs. (80%)

### SOCIAL AND ADMINISTRATIVE PHARMACY (College of Pharmacy)

Departmental Contact: Jean Woodward, Assistant Professor, 624-5900.

**SAPh 8610      Behavioral and Social Research Methodologies in the Health Sciences**  
Day School                                  Woodward  
Prereq. #  
Fall Quarter '87

Survey of research methodologies for studying social and behavioral aspects of health care. (25%)

**SAPh 8611      Research Design**  
Day School                                  Woodward  
Prereq. 8610 and #  
Winter Quarter '89

Behavioral and social measures and research design. (25%)

### SOCIAL WORK (College of Home Economics)

Departmental Contact: David Hollister, Director, 624-4882.

**SW 8993      Seminar on Research**  
Day School                                  Galaway, Kane  
Prereq. MSW, 8991, 8992  
Spring Quarter '88

Third in a series for advanced research methods in social research. Emphasis on special topics: research design for large scale demonstrations, questionnaire construction, writing of research reports & grants, funding sources for social work research. (40-50%)

## COURSES IN SURVEY RESEARCH

### SOCIOLOGY (College of Liberal Arts)

Departmental Contact: Katherine Simon Frank, Coordinator of Undergraduate Advising, 624-7326; or Don McTavish, Professor, 624-4075.

**Soc 3801      Sociological Methods I, II, III**  
3802      Day School and Extension  
3803      Prereq. basic algebra or Math 0009 (and prior parts of the sequence)  
The three quarter sequence is offered twice a year, starting in Fall and Winter quarters.

The sequence deals with the statistical analysis of data (including computer use, typically of survey data, and research design. During the sequence students conduct surveys and analyze existing survey data, deal with design topics relevant to social surveys and other related methods. (Survey research focus varies with the part of the sequence and instructor.) (50% on average)

**Soc 5821      Evaluation Research**  
Day School                                  Eustis, Patton, Simmons, Reynolds  
Prereq. 3801, 3802, 3803  
Offered periodically, see catalog

Evaluation methodology, steps in conducting evaluations of education and social action programs; special problems in evaluation research; differences between evaluation research and basic research. Preparation of students to conduct evaluation research. (50%)

**Soc 8801      Recent Developments in Sociological Research**  
8802      Day School  
8803      Prerequisites, graduate standing and #  
Offered periodically, see catalog

This sequence of seminars focuses on new methods and analytic strategies for social research. Topics are announced when the sequence is offered. (% varies)

**Soc 8811      Methods of Social Research**  
Day School                                  McTavish, Simons  
Fall Quarter '87  
Prereq. 3802, 3803

Survey research methods; advantages and limitations of major methods when applied to specific types of problems. (33%)

**Soc 8812      Intermediate Statistics for Sociologists**  
Day School  
Prerequisites, 8811  
Winter Quarter

Intermediate-level bivariate and multivariate statistics used in the analysis of survey data. This is part of the graduate sequence, following 8811. (33%)



## COURSES IN SURVEY RESEARCH

### SOCIOLOGY (College of Liberal Arts) — cont.

**Soc 8813 Data Analysis**  
Day School Anderson, Leik, McTavish  
Spring Quarter '88  
Prereq. 8812 of #

Application of multivariate techniques using the computer. Factor analysis, methods of causal analysis, elementary stochastic models, and problems in measurement. (75%)

**Soc 8817 Fieldwork and Laboratory Training in Social Research**  
Day School Anderson, Finestone

Direct experience in the conduct of research in field and laboratory settings. It involves a variety of research techniques. (75%)

**Soc 8831 Measurement**  
**8832 Day school**  
**8833 Offered periodically, see catalog**

Nature of measurement and its role in theory and research, measurement models and scaling techniques including various survey-style scaling approaches; special problems in measurement analysis. (25%)

### SPEECH-COMMUNICATION (College of Liberal Arts)

Departmental Contact: David Rarick, Associate Professor, 624-9349.

**Spch 8201 Seminar in Survey Research**  
Day School Rarick  
Spring Quarter '88

Basic methods of survey research (polls, interviewing, employment of survey techniques). (100%)

### STATISTICS, School of (College of Liberal Arts)

Departmental Contact: Frank Martin, Associate Professor, 625-4214.

**Stat 5201 Sampling Methodology in Finite Populations**  
Day School  
Prereq. 3091 or 5021 or 5121, or #  
Winter Quarter '88

Simple random, systematic, stratified, and unequal probability sampling. Ratio and regression estimation. Multistage and cluster sampling. (100%)

## COURSES IN SURVEY RESEARCH

### STATISTICS, School of (College of Liberal Arts) — cont.

**Stat 5211 Theory of Sample Surveys**  
Day School  
Prereq. 5122 or 5133  
(Offered When Feasible)

Mathematical treatment of survey sampling, including stratified and multistage sampling, models for nonsampling errors. (100%)

**Stat 8161 Applied Statistical Methods**  
Day School Martin  
Prerequisites Grad standing in statistics  
or #  
Spring Quarter '88

Experimental designs and analysis. Description and analysis of survey sampling procedures. (50%)

### VOCATIONAL AND TECHNICAL EDUCATION (College of Education)

Departmental Contact: George Copra, Chair, 624-9284.

**VoEd 5200 Evaluation of Local Vocational Educational Programs**  
Day School Krueger  
Fall Quarter '87

Fundamental approaches and strategies for doing evaluations that are useful and practical within an educational setting. Evaluation options and alternatives will be explored. (50%)

### AGRICULTURAL EDUCATION, Division of

Division Contact: Edgar Persons, Division Chair, 624-2221.

**AgEd 5247 Evaluating Extension Education**

(HEEd 5247) See Institute of Agriculture, Forestry, and Home Economics for courses offered under this number.

**AgEd 8001 Research in Agricultural Education**  
Day School Wardlow  
Prereq. grad.  
Spring Quarter '88

Selecting problems, preparing bibliographies, analyzing and interpreting data, and preparing manuscripts; quantitative methods of research. (30%)

## COURSES IN SURVEY RESEARCH

### BUSINESS AND MARKETING EDUCATION, Div. of

Division Contact: George Copa, Department Chair, 624-9284.

**BME 5357**      **Research Procedures in Business and Marketing Education**  
Day School                      Lambrecht  
Fall Quarter '87

Research design and techniques, computer orientation, preparation of reports; criteria for appraisal and critical analysis of research completed in business and marketing. (50%)

**BME 8300**      **Seminar: Research in Business, Marketing, and Economic Education**  
Day School  
Prereq. 5315  
Winter Quarter '88

Methods of inquiry; descriptive and causal-comparative methods, with attention to experimentation. (50%)

### HOME ECONOMICS EDUCATION, Division of

Division Contact: Mary Ann Smith, Assistant Professor,  
624-4272

**HKEd 5247**      **Evaluating Extension Education:**  
(AgEd 5247)

See Institute of Agriculture, Forestry, and Home Economics (page 1) for courses offered under this number.

### INDUSTRIAL EDUCATION, Division of

Division Contact: George Copa, Department Chair, 624-9284.

**Ind 8310**      **Research**  
Day School  
Winter Quarter '88

Analysis of existing research; selection of problems; organization and presentation of projects. (50%)